



FIG. 1
SYSTEM 10

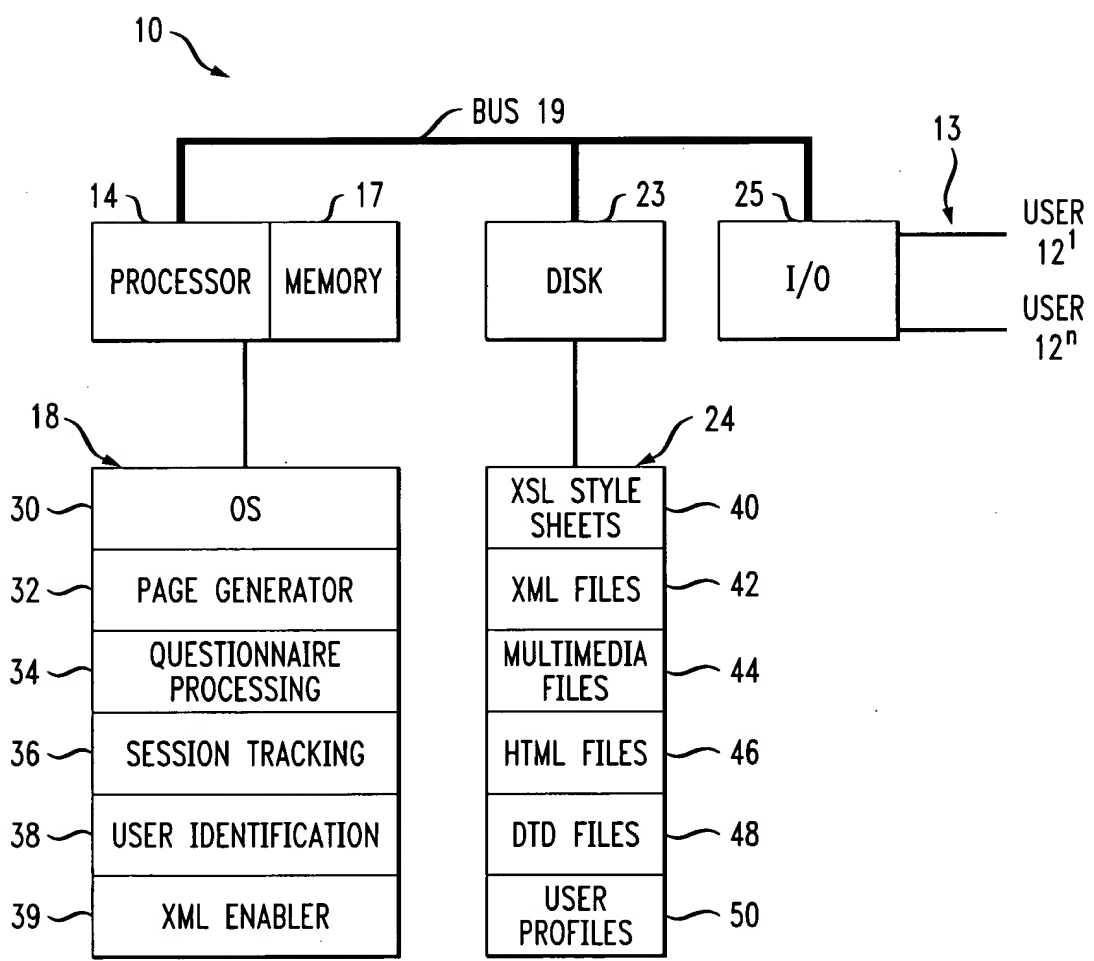




FIG. 2A

USER PROFILE

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COLUMN (1)	COLUMN (2)	COLUMN (3)
<u>LEARNING MODE (LM)</u>	<u>DESCRIPTION</u>	<u>RATING (TOTALING 1.0)</u>
1.	VISUAL/SPATIAL	0.20
2.	LOGICAL/MATHEMATICAL	0.00
3.	LINGUISTIC/VERBAL	0.05
4.	INTERPERSONAL	0.50
5.	INTRAPERSONAL	0.05
6.	KINESTHETIC/BODY	0.20
7.	MUSICAL/RHYTHMIC	0.00

FIG. 2B

USER PROFILE - USER SELECTION LM4

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COLUMN (1)	COLUMN (2)	COLUMN (3)
<u>LEARNING MODE (LM)</u>	<u>DESCRIPTION</u>	<u>RATING (TOTALING 1.0)</u>
1.	VISUAL/SPATIAL	0
2.	LOGICAL/MATHEMATICAL	0
3.	LINGUISTIC/VERBAL	0
4.	INTERPERSONAL	1.0
5.	INTRAPERSONAL	0
6.	KINESTHETIC/BODY	0
7.	MUSICAL/RHYTHMIC	0



FIG. 3

```
<!ENTITY % UNIVERSAL SYSTEM
"http://server.adtech.internet.ibm.com/dtd/universal.dtd">
<!ENTITY % SUBFRAGMENTTYPES SYSTEM
"http://server.adtech.internet.ibm.com/dtd/subfragmenttypes.txt">
<!ELEMENT PRODUCTPAGE (SYSTEM,
TITLE,
SOURCE?,
COMMENT?,
SHORTDESCRIPTION?,
LONGDESCRIPTION?,
KEYWORD*,
CATEGORY*,
RELATEDLINK*,
SPECIAL)>
```

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```
%UNIVERSAL;
<!ELEMENT SPECIAL (PUBLISHINFO+,
BRANDNAVIGATION,
MAINPHOTO,
GLANCE,
HIGHLIGHTS,
GROUPINDEX*,
VIDEO*,
ANIMATION*,
DISCUSSION*)>
<!ELEMENT PUBLISHINFO (STYLESHEET, PUBLISHDIR, PUBLISHFILENAME)>
<!ELEMENT SYTLESHEET (#PCDATA)>
<!ELEMENT PUBLISHDIR (#PCDATA)>
<!ELEMENT PUBLISHFILENAME (#PCDATA)>
<!ELEMENT BRANDNAVIGATION (#PCDATA)>
<!ELEMENT MAINPHOTO (#PCDATA)>
<!ELEMENT GLANCE (#PCDATA)>
<!ELEMENT HIGHLIGHTS (#PCDATA)>
<!ELEMENT GROUPINDEX (#PCDATA)>
<!ELEMENT VIDEO (#PCDATA)>
<!ELEMENT ANIMATION (#PCDATA)>
<!ELEMENT DISCUSSION (#PCDATA)>
```

<!-- attributes for above elements -->

```
<!ATTLIST PAGETYPE NAME (FRAGMENT|SERVABLE) #FIXED "SERVABLE">
<!ATTLIST BRANDNAVIGATION DATATYPE (%UITYPES;) #FIXED "STRING">
<!ATTLIST MAINPHOTO DATATYPE (%UITYPES;) #FIXED "STRING">
<!ATTLIST GLANCE DATATYPE (%UITYPES;) #FIXED "STRING">
<!ATTLIST HIGHLIGHTS DATATYPE (%UITYPES;) #FIXED "STRING">
<!ATTLIST STYLESHEET DATATYPE (%UITYPES;) #FIXED "CHOICE"
CHOICES (web_productpage.xsl |
web_productpage_debug.xsl | pda_productpage.xsl)
#IMPLIED>
<!ATTLIST PUBLISHDIR DATATYPE (%UITYPES;) #FIXED "BROWSESERVER">
<!ATTLIST PULBISHFILENAME DATATYPE (%UITYPES;) #FIXED "STRING">
<!ATTLIST GROUPINDEX DATATYPE (%UITYPES;) #FIXED "STRING">
```



FIG. 4

